

## Audit, Safety Compliance and Risk Management Software for Protecting Food Service, Hospitality, and Retail Brands and their Franchise Locations



**Frank Maylett**  
CEO  
RizePoint

**CEOCFO:** *Mr. Maylett, would you tell us about RizePoint?*

**Mr. Maylett:** RizePoint is an audit compliance technology company that combines tools, technology, and expertise to help some of the best companies in the world protect their brands through safety compliance and auditing of their franchise locations.

**CEOCFO:** *What are some of the auditing challenges you address?*

**Mr. Maylett:** There are three elements at play here. The first is the collection of the data. RizePoint takes great pride in creating mobile technologies that empower our customers to easily collect data about their remote locations. This plays into the simple concept of brand protection. I do not need to speak at length about Chipotle and the damage their brand's incurred by having food safety issues in some of their franchise or store locations. RizePoint makes it easy for organizations to go and audit or inspect thousands of remote locations. The second element is: what do you do with this data that you collect? Our technology enables businesses to see trends and - through our business analytics engine that we have underneath the product - identify problem areas that need to be corrected. The third element is corrective action planning: business can identify recurring problems and can address those issues through training and education to help their remote locations stay within their brand guidelines.

**CEOCFO:** *Are you talking about physically collecting data?*

**Mr. Maylett:** Yes, I am, very much so. I will paint a picture of what this would look like. We are fortunate that we have a great portfolio of customers that utilize our technology, including five of the eight largest food brands in the world and five of the eight largest hospitality brands in the world. If you are a hamburger provider and you have ten thousand franchises all through the US, how do you ensure that that franchise location in Boston is holding your brand standards as far as look and feel and physical safety, and how are you ensuring that the food that they are serving is up to your corporate standards and safe? What these companies do is send out auditors that visit their remote locations. The first questions may be around the physical environment. For example, whether the parking lot is well striped, clean, and organized. When you walk up to the front door is the signage good and is the door clean? They walk in and inspect the dining room area. They then go behind the counter and inspect things like food safety - are the refrigeration units the proper temperatures, is food stored properly, or is there expired food? Are the employees adhering to cleanliness standards? All of those are a physical collection of data. We enable these companies to do it with mobile technologies such as iPhones, Androids, iPads or any kind of tablet or laptops. Auditors collect the data from that site. That data is then used on an individual store basis, as well as cumulatively, to create analytics around the trends. What are they seeing and is the same location struggling with adhering to refrigeration policies or are they serving past-dated food? The third element of what we do is we produce corrective action plans that identify these areas that are out of compliance and then automatically offer the recommendation on how to resolve it. We then track that through the tools and through workflow management. For example, let's say a refrigeration unit should be between 36 and 39 degrees, and the auditor records that refrigeration unit at 50 degrees. That is not cold enough. The software will automatically pop up an action plan that says, "here are three refrigeration contractors, pick one, call them, and get this fixed within four hours." If it is not completed or reflected within that timeframe, then notification is sent to a regional manager or district manager that the store is out of compliance and has not brought itself into compliance within the limits of time that they provided.

**CEOCFO:** *How is a customized app developed?*

**Mr. Maylett:** We have a base set of audits. One of the elements that we bring to the table is expertise and serving literally hundreds of thousands of users on our technology. We find that every brand is very specific around their brand

requirements and their safety requirements. We take our initial template, and we customize it based on that particular brand's requirements. In doing so, we address their specific needs and we do not force them to change their behavior or require them to fit into a generalized bucket. We bring specific value to every one of our individual clients.

**CEOCFO: *How do companies that have not recognized RizePoint collect data?***

**Mr. Maylett:** Traditionally, we see most brands still utilizing a clipboard, a piece of paper, and a pen. The store manager will walk around and check boxes based on this document and then can scan and send it, or mail it back to the franchisor. Many organizations have just not modernized a lot of the technology. That is our biggest replacement by far in the customers we work with. Some utilize other technology and quite often we replace those solutions because, though they may provide great technology around gathering the information, they are missing the other two legs of the stool: being able to analyze data and identify trends before they become big problems, and implementing corrective action plans. We displace other smaller competitors quite often. We focus on organizations that have multiple franchises, we do not specialize nor do we serve the corner pizza restaurant as single location. Our value is brought when you have many dozens, hundreds, or tens of thousands of franchises to identify the state and improve the health of your business.

**“What brands need to understand... is that compliance is something that they need to tackle proactively.”- Frank Maylett**

**CEOCFO: *Can you provide more raw data if a client wants it? Are they typically looking for an easier-to-read report?***

**Mr. Maylett:** In the early days of RizePoint, we packaged reports that were relatively homogenous and difficult to customize. Many years ago, we recognized the need for each of these individual brands to be able to dig into the data as they saw necessary. We have created a very robust reporting and management console structure that is customizable. We not only allowed them to use the data from their collection within our tools, we also connect to other types of technologies so they can start correlating data through our technology. For example, we have a large franchise - Arby's - a large food brand here in the US and growing exponentially around the world. We have the privilege of serving Arby's for many years and providing them with this audit compliance tool. They are also utilizing another technology for what they call "Voice of the Customer." You ate at a restaurant, how was the food? Was it clean? Did you feel safe? Were you served properly? Working with their Voice of the Customer partner, we have been able to bring our data and their data together to create a correlated data set. This allows them to take a look from the inside out, which is our technology, auditing their sites based on what they deem as standard requirements, along with the outside in, which is the customer's view of those same elements. They then can see if there is any misalignment and then work again on training and maximizing that customer event. It has been a successful relationship with Arby's and their Voice of the Customer provider.

**CEOCFO: *Are there one or two items where you feel companies do not pay the attention they should?***

**Mr. Maylett:** I think the most common out-of-compliance audit item that we see is cleanliness of restaurants or hotel rooms. The second most common non-compliance issue involves food safety. We are very fortunate to live in a society where very few people do get ill from the food and the food supply chain. These companies are very diligent and very focused on ensuring that when you eat at restaurant X, Y or Z; you do not walk away with food poisoning or some kind of illness. They are acutely aware of any kind of food safety violation.

**CEOCFO: *RizePoint was rebranded from Steton a couple of months back. Why?***

**Mr. Maylett:** In the marketplace, we were called Stetson, Stenton, virtually every name but the proper Steton. We recently moved the headquarters from southern Utah to Salt Lake City. The move provided a great opportunity to rebrand to a name that represented what the company delivered. The simple concept of RizePoint has provided us with good market awareness around elevating brand protection within these accounts. Our logo now includes a star feature that we call our Spark. We have leveraged that into a culture of thought leadership. We are by far the largest leader in this space. We recognize that being a leader takes on a great amount of responsibility and that responsibility is to bring new practices, new ideas, and new technologies to market to continuously improve audit compliance requirements. The market has responded incredibly well to the name change. We are excited about the name and what it represents as far as our spark of innovation and thought leadership in the market.

**CEOCFO: *In May, you released some next gen business intelligence. What has improved?***

**Mr. Maylett:** The two elements our customers wanted improved were in the user interface and the management dashboards - being able to more graphically and more easily alter their view of their individual businesses. In our May

release, we improved and overhauled our entire user experience and interfaces, changing it to our new RizePoint brand feel and making it easier to navigate within the product. As far as the business intelligence or analytics, what we did was bring in a new underlying technology to serve much more robust and much more customizable management dashboards so that the accounts could more easily change their specific view of the data and what they wanted to see. Both updates have been well received in the market. We also improved our Mobile Auditor technology – a popular component of our product set. We have received business and technology awards around how we designed the Mobile Auditor. We continue to extend the feature set and the usability of our mobile technology to really make it easy for the auditors to complete their daily duties.

**CEOCFO: *What is next for RizePoint?***

**Mr. Maylett:** I think what is next for RizePoint is around the concept of incorporating the various pillars that make up the brand experience. If you think about audit compliance or the inside-out view of a business as a pillar where we specialize, we are working diligently to address things like the customer experience– things like social media or local health departments that measure that business from the outside. You couple that along with things like supply chain improvements. How you manage and control your supply chain and whether you would be able to sell property or a burger chain, where is your food coming from and is it being transported properly, are the manufacturers living up to the labor and manufacturing requirements? We think by combining these elements around that customer experience, around our product compliance technologies and the supply chain, we will address again that inside-out and outside-in view of the brand and ensure that they are well-protected, and growing and increasing revenue in the market place. We are working diligently to deliver on the strategy through partnership, integrations, and internal development.

**CEOCFO: *What is the takeaway for our readers?***

**Mr. Maylett:** The takeaway is: brand compliance is an area of your business you cannot ignore. Quite often, we see an interesting phenomenon. When Chipotle hits the press and they have the challenges, they have drop in their stock valuation, \$8 billion at one point, some store sales declining precipitously, tough quarters for the brand etc. - we get a lot of in-bound calls. Organizations recognize they do not want to be the next one making the front page of the Wall Street Journal. After a short period, that fear subsides and they go back to business as usual. What brands need to understand, especially organizations that have a lot of franchises or remote locations, is that compliance is something that they need to tackle proactively. There are many great companies that have created risk and compliance departments and risk and compliance officers and they are progressive in how they are addressing the problem. My takeaway is simple: take charge now to protect your brand because the damage that you will incur in a media-driven frenzy around a food poisoning event or something going on in your hotel, will absolutely damage your brand and business, and it takes a long time for companies to recover from that.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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